

The Great Organ Will Play Today at 9, 11 and 11:55 The Organ and Band at 4:55

WANAMAKER'S

Store Opens at 9

WANAMAKER'S

Store Closes at 5

WANAMAKER'S

WEATHER Fair

Welcome, Knights and Ladies, to Philadelphia and to Wanamaker's

This Is a Proud Day for General Pershing

to be coming home, amid the plaudits of tens of thousands of his countrymen, with a welcome of music and a heart-bursting, cheering multitude, a welcome seven miles long, from Fire Island to the landing stage.

It is safe to say that no other man in the world can have a more enthusiastic welcome to the United States. This Welcome Day is full of spontaneous and immeasurable pride in our great general, who was the minute man of action during every hour of the great war, and we hope that Philadelphia will soon have the privilege of showing him the Hall of the Declaration of Independence and the old Liberty Bell.

An incident that is typical of the man: General Pershing on the field, and at the front, asked one of his officers:

"How much time will it take you to get a certain number of machine guns in motor lorries to a certain place?"

The officer's answer was: "I will tell you in half an hour."

General Pershing instantly replied: "I can tell you now, although it isn't my job, either. A half an hour is too long and you will be too late. You have got to have your business at your finger tips."

The world vision that General Pershing had of his job was always in his eyes, as well as his heart.

Those broad shoulders of his carried a business head, and he was never off his job until it was finished.

General Pershing is the typification of the American idea "to get things done." He was able to impart his spirit to the engineers of his staff, and the French people said of him, "That General of yours does impossible things."

It has been a wonderful thing for America to have its leadership personified in one man, General Pershing, who is too great to allow himself to take more than a share of the glory of the great American Army, which he led to victory.

"Half an hour is too late. You've got to have your business at your finger tips," in War and in Peace; in Statesmanship and in Commerce.

(Signed) *Joe Wanamaker*

Sept. 8, 1919.

New Blue Serge Dresses the Most Useful for Fall

In fact there is scarcely a woman who can manage to do without a serge frock during the first cool days and later on to wear under a top coat.

The newest are some very pretty new styles from \$25 to \$47.50, and these are the prices that the majority of women want to pay for dresses of this kind.

There is plenty of variety—going from a formal coat dress with no trimming except rows of buttons up to tunic frocks of many kinds, braided and embroidered in the most fascinating manner. There are low, round necks or square necks, some have fine embroidery or a dainty collar and many, according to the French fashion, have none at all.

(First Floor, Central)

Dress Blouses Both New and Attractive

One at \$6.85 is of crepe Georgette, in white, flesh, taupe and navy. It is braided with soutache of the same color, has a tucked vest and a square neck.

At \$10.75 is a charming blouse of fine, cream-colored net, with deep-pleated, lace-edged frill around the neck and down the front. It has a touch of old blue ribbon at the throat.

Lowliest of all is an \$18 blouse of fine crepe Georgette in white with navy blue embroidery, bisque with blue or flesh color with navy. The embroidery is in the form of small eyelets, and all the work is hand done. And there is hemstitching by way of finish.

(Third Floor, Central)

White Wash Satin Special at \$1.50 a Yard

Made in Japan, where the best tub silks we have come from, and, like a former shipment of this popular silk, we have marked it at a close margin.

The quality is so good and the weave so firm, this satin is much sought after for foundations for dresses, for entire dresses, blouses, negligees and lingerie. Any garment that needs to stand the wear and tear of frequent tubbing.

(First Floor, Chestnut)

New Skirts for Fall in Lovely Stripes and Checks

A fine prunella cloth is the material, and they are all box pleated on the check or stripe of the fabric.

In checks there are beautiful combinations of blue and gray or brown and gray. Some have a sort of new black effect.

In stripes one may have a most effective blue and tan.

All of these skirts are priced \$25 each, and they are among the newest and smartest Fall fashions.

(First Floor, Central)



A Preliminary Showing of New Paris Millinery

Hats just off the latest steamer—the last word from Paris.

Hats for formal occasions and dress wear—hats of unusual smartness and charm.

They come from foremost Paris modistes, are of velvet and satins and quite frequently show the use of ostrich, curled and uncurled.

You are invited to see them.

(Second Floor, Chestnut)

Beautiful Beaded Handbags in a Special Sale

Really extraordinary bags at their moderate prices.

Both frame and draw-string styles, the former having both square and arched tops, and a variety of shapes.

But if there is one thing about these bags that distinguishes them above another it is their rich colorings. You can find one to harmonize with any gown, and be proud to carry it.

Special at \$12.50, \$13.75, \$14.75 and up to \$18.

(West Aisle)

New Velour Coats Are Generous With Fur

Hudson seal (dyed muskrat) has been chosen for the large fur collars of these coats, and it seems to go particularly well with the warm, soft velour of which they are made.

Then, to make them doubly comfortable for cold weather, there is an interlining and a silk lining in addition. The back has a panel to the waist line and the skirt part is put on with gathers. A belt comes from under the arms and is in the front only. These coats button up high to the throat or they may be left open. They are in black, dark blue, taupe or brown. The price is \$85.

(First Floor, Central)

Plain Colors Are Favorites in New Fall Dress Goods

Women are choosing for their own dresses for house wear and for girls' school frocks these all-wool materials.

They come in all good colors.

Serges, \$2 to \$5 a yard.

Crepes poplin, \$2 and \$3.50 a yard.

Plain poplins, \$2 to \$3 a yard.

Granite cloths, \$2 a yard.

Poiret twill, \$2.50 to \$6 a yard.

(First Floor, Chestnut)

Fall Millinery for Little Sister

New hats for kindergarten or school, or play or "best"—and all brand new, for they have just arrived.

Brown and blue are the most popular colors, but there are tans and sand shades, lighter blues and black.

There are round hats, sailors of various kinds, mushrooms and pokes, and they are of velour, of velvet, of furry beavers and panne velvets. Some are simply trimmed with bands and streamers, some have fur bands and some have feathers and hand embroidery.

\$2.50 to \$15—and 2 to 6 year sizes.

(Third Floor, Chestnut)

Unusually Pretty Necklaces of Beads—\$2

The beads are of imitation jade, lapis lazuli and amber combined with a silvery metal in filigree effect. The necklaces are finished with graceful pendants.

Other bead necklaces in the fashionable colors and lengths are 50c to \$12.

(Jewelry Store, Chestnut and Thirteenth)

Girls' Gym Bloomers

All full pleated, with double gussets and a pocket.

Black cotton-and-wool storm serge bloomers, \$4.75.

Black all-wool storm serge, \$5.75.

All-white middie, full cut, with lecer, \$2.

(Third Floor, Between Chestnut, Central)

Chinese Carpets of Fine Coloring and Texture

The Chinese carpet weavers seem to love blues and golden shades. These are the colorings principally used in some lately received Chinese rugs which we are now showing.

Grounds of soft tan are beautiful with figures in blue; similarly as regards grounds of old gold. Blue grounds are covered, some sparsely, others thickly, with figures and floral conceptions in varying shades of ecru. The borders of many pieces are further enriched by Chinese symbols and devices. These rugs are in standard carpet size, or thereabouts—9x12, 8x10, 10x13 approximately.

They are priced in fair proportion to their actual worth at \$337 to \$545.

A very interesting choice of smaller Chinese rugs to match them in color schemes at \$25 to \$65.

(Seventh Floor, Chestnut)

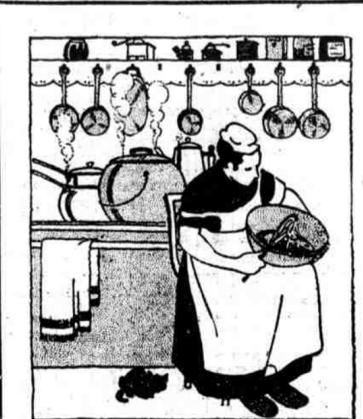
Colorful English Silk Squares for Fastidious Men

To the man who appreciates beauty and richness of color, distinctive designs and fine silk these silk squares will especially appeal.

Brought from London exclusively for this Handkerchief Store, it is doubtful if a man will find anything more handsome this side of the British Isles.

The variety is wide and most interesting—and the handkerchiefs are \$2.50 to \$8 each.

(Main Floor, Market)



Important in the Sale of Housewares

Kitchen cabinets that are as handsome as they are serviceable, white enamel, and with porcelain sliding tops, \$57.50, \$62.50 and \$78.50.

Six-quart cast aluminum tea kettles with "safety first" filling device; polished light bright silver, \$6.

Galvanized iron garbage cans with lids—heavy, and the kind that will give service.

12 x 12 inches, \$2 14 x 16 inches, \$2.75

12 x 13 inches, \$2.25 14 x 18 inches, \$3

14 x 14 inches, \$2.50

Aluminum coffee percolators, to use on the stove, 6-cup size, \$3.

Hand-power washing machines, clean clothing thoroughly and run easily, \$18.50.

Wanamaker sewing machines, \$30. A fine guaranteed sewer that will please the housewife.

How to Cook in a Fireless Cooker

is explained by an expert who is carrying on a considerable amount of cooking each day in the Domestic Science Fireless Cooker, in the House-furnishing Store.

Prices for the famous fireless stove range from \$20 to \$52.50.

(Fourth Floor, Market)

Boys Needing New Fall Suits

will find our boys' clothing store ready with an interesting new selection in the weights, styles, fabrics and colors needed for Fall and Winter wear.

Norfolks with knickerbocker trousers fully lined. Gray, brown and mixed shades. Real Wanamaker suits, excellently tailored and priced on merit at \$15 to \$35. Sizes for boys of 8 to 18 years.

(Second Floor, Central)

Pretty Covers and Shams Specially Priced

Lace-trimmed scarfs for bureau or buffet, 50c each.

Plain hemstitched bureau or buffet scarfs, 60c each.

Round luncheon cloths with deep lace trimming, \$3 each.

Embroidered bolster shams with scalloped or hemstitched edges, \$2.50 each.

Lace-trimmed bolster shams with drawn-work plaid center, \$3.35 each.

(First Floor, Chestnut)

Best Men's Shirts at \$2.50 We've Seen This Season

They are of a good quality of woven madras, made plain negligee style with soft cuffs and separate soft collars to match.

The designs are seersucker stripes in three widths—small, medium and large—and you may choose from six colors on a white ground—black, blue, pink, green, lavender and tan.

Good enough shirts for any man to wear.

(Main Floor, Market)

Important Notice ON WEDNESDAY WE WILL HOLD THE GREATEST SHOE SALE WE HAVE EVER HAD

Thousands of pair of men's and women's shoes, chiefly new Fall and Winter styles, at splendid savings.

Further details in tomorrow evening's paper.

The China Sale Reminds Us That China Is One of the Great Differences Between Civilization and Barbarism

When we say china, we mean china plus; in other words, china and cut glass and general glassware.

Perhaps you recall how pointedly the importance and utility of china were brought home to Robinson Crusoe on the desert island by the lack of it, and how the ingenious castaway by patient efforts became his own potter, necessity being the mother of invention.

Robinson discovered through necessity what a whole lot of people sometimes forget—that you cannot have a home without china.

The question of new china and glassware is uppermost in the minds of every good house-keeper now—or at least it ought to be.

The Wanamaker September Sale of China and Glassware is going on, and it is full of opportunities to make timely replenishings of the home supply.

This is a china and glassware sale in the best and broadest sense of the words. It offers the best dinner wares of America, France, England and Japan at prices that cannot be improved upon.

It presents a glowing assemblage of fine-cut crystal at savings of 25 to 50 per cent, together with a full assortment of excellent light-cut glassware in a wealth of attractive patterns at real savings.

French china dinner sets go from \$32.50 to \$300.

English dinner sets from \$22.50 to \$45.

Japanese dinner sets from \$32.50 to \$60.

American dinner sets from \$13.50 to \$35.

Set means the full complement of 106 and 107 pieces, unjuggled and without substitutions to meet the price.

The magnificent stock of cut glass in the sale ranges in price from \$1 to \$400 a piece, and comprises pieces of every imaginable kind, except the undesirable kind.

(Fourth Floor, Chestnut)

The Career of Leonard Wood

by Joseph Hamblen Sears. A biography of one of our foremost American men, who in thirty years has distinguished himself in the Geronimo campaign, as physician to two Presidents, organizer of the Rough Riders, Governor General of Cuba, Chief of Staff of the United States Army and conductor of the Plattsburg idea for officers' training camp. \$1.50.

My Recollection, by Jules Massenet, translated by H. Villiers Barnett. A delightful autobiography of one of the leaders of modern French music, and tells the story of his career and many works. \$3.

Mary Olivier, a Life, by May Sinclair. The story of a woman's life from infancy to happy middle age, treated in an unusual and interesting fashion, without analysis or autobiography. \$2.

The Querrils, by Stacy Aumonier. The story of a well-bred English family who endeavor to shut out of their circle all of the realities of life which are not comfortable. \$1.60.

Vive la France, by E. B. Knipe and A. A. Knipe. A story of Rheims in 1914, \$1.50.

(Main Floor, Thirteenth)



Made in the French fashion, and of the finest and purest ingredients, we know of no finer chocolates in the city at the price—\$1.50 a pound.

Camee caramels are quite alone in their class, such delectable sweets are they. Many flavors, \$1 a pound.

Hand-painted boxes, filled with Camee confections, and daintily ribbon tied are \$2.50 to \$6.50 complete.

(Main Floor, Chestnut)

Still Splendid Choosing in the Lamp Sale

Save 25 to 50 per cent on any of the following: Small mahogany-finish boudoir lamps, \$2.

Decorated boudoir lamps and umbrella lamps with cretonne shades, \$4.

Brushed brass reading lamps, \$8.50. (Floor style).

Floor lamps in mahogany finish, \$13.50 to \$35.

Japanese pottery lamps with shades to match, \$25.

Wall brackets in various finishes, \$7.50 to \$75.

9-inch mahogany-finish candlesticks, 50c.

Shades of all sizes.

(Fourth Floor, Central)

Every One Knows the Wear in an Axminster Rug

Axminsters are among the most durable rugs made, and they also are exceptionally attractive in coloring and design, having many Oriental effects among them.

9x12 ft., \$42.50, \$52.50 and \$65.

8.3x10.6 ft., \$40, \$48.50, \$52.50 and \$57.50.

6x9 ft., \$23.50, \$28 and \$34.50.

4.6x6.6 ft., \$16.75 and \$18.

36x70 in., \$8 and \$10.

27x54 in., \$4.50 and \$6.

Runners

2.3x9 ft., \$13.50 5x9 ft., \$16

2.3x12 ft., \$18 8x12 ft., \$21.50

2.3x15 ft., \$20 3x15 ft., \$27.50

(Seventh Floor, Chestnut)

Thousands of Good Blankets Bought on a Low Market and So Priced

Our stocks of new blankets are wonderfully large and the qualities most reliable.

An important thing to remember is that every blanket in the new stocks was bought in a lower market than now obtains, and is marked accordingly.

Many of them have escaped advances of 33 1-3 per cent. All have escaped advances of 10 to 25 per cent.

We believe we have the best grades of blankets to be found in America. We are certain we have no inferior ones, none that are curtailed or skimmed to permit of a "cheap" price.

Good blankets, and only good blankets, at the safest low prices will be found here this season, as in former seasons, and found in ample selection.

We have certain blankets of particular excellence that cannot be had elsewhere in this locality.

Our single-bed-size blankets, 20 per cent wool to 80 per cent wool, range in price from \$7 to \$18 a pair.

Double-bed-size blankets with 20 to 80 per cent wool are priced at \$8.50 to \$18 a pair.

Others of all-wool are \$18 to \$34 a pair.

Extra large blankets, 80 per cent wool, are here at \$20 and \$23 a pair and in all-wool at \$27.50 to \$46 a pair.

Colors are rose, different shades of blue, pink, and some are all white. Some are cut and bound separately.



Plaid blankets in single and double sizes, containing various proportions of wool, are shown in many grades at \$10, \$12, \$13.50 and up to \$20 a pair, some specially good ones being \$18 a pair.

Jacquard-loomed single or individual blankets in a variety of designs and colors, 80 per cent wool, are \$18 each, in size 72x84 inches.

(Sixth Floor, Central)